



COUNTY OF LOS ANGELES

Public Health

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December 14, 2012

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H.
Director and Health Officer

*Assembly for
Jonathan Fielding*

SUBJECT: **NOTIFICATION OF THE USE OF DELEGATED AUTHORITY TO
EXECUTE MASTER AGREEMENT WORK ORDER NUMBER PH-
001416-W7 WITH PUBLIC HEALTH FOUNDATION ENTERPRISES, INC.
FOR TEMPORARY PERSONNEL SERVICES**

This is to notify you that I am exercising the delegated authority approved by your Board on July 31, 2012 to execute a Master Agreement Work Order (MAWO) for the provision of temporary personnel services to support the Department of Public Health's (DPH) Reducing Early Childhood Obesity in Los Angeles County project (Project), effective upon date of execution through January 31, 2014, at a total maximum obligation not to exceed \$4,200,000, contingent upon the availability of Los Angeles County Children and Families First-Proposition 10 Commission (First 5 LA) grant funds, and subject to review and approval by County Counsel, and notification to your Board and the Chief Executive Office.

Under this authority, I will execute MAWO Number PH-001416-W7 with Public Health Foundation Enterprises, Inc. (PHFE) in the amount of \$2,513,480, for a term effective upon date of execution through January 31, 2014, 100 percent offset by First 5 LA funds.

On December 3, 2012, I notified your Board that DPH was executing a MAWO with Partners in Diversity, Inc. (PID) to provide these services. Subsequently, a determination was made that the Local Small Business Enterprise preference had been erroneously calculated in determining that PID was the successful bidder. Upon correction of the error, a determination was made that PHFE is the successful bidder. On December 10, 2012, PID was notified of the termination of its MAWO, prior to the provision of any services.

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The MAWO will support 22 temporary personnel who will contribute to DPH's efforts to prevent childhood obesity among children in the county under five years of age and their families. The three major interventions of the project, to be implemented countywide in collaboration with a broad range of County and community partners, are: 1) an intensive community-based public education and skills-building campaign to increase the capacity of communities to promote healthy eating and active living practices; 2) the expansion of several child care pilot projects including First 5 LA's Sesame Street Healthy Habits for Life, the Los Angeles Universal Preschool Project, and a study to improve nutrition and physical activity policies and practices of Service Planning Area 6 child care providers; and 3) the provision of nutrition, physical activity, and stress management resources through individual and organizational support to postpartum women.

County Counsel has reviewed and approved the MAWO as to form and this delegated authority action.

If you have any questions or require additional information, please let me know.

JEF:er
#02402

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors